



Branding Guidelines

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Table of Contents

NHCarePath Logo Guidelines3-4

NHCarePath Logo Color Guidelines (use of logo in reverse).....5

NHCarePath Logo Guidelines (sizing and clear zone)6

Incorrect Usage of the NHCarePath Logo.....7

NHCarePath Partners Logo8

Incorrect Usage of the NHCarePath Partners Logo9

NHCarePath Print Font System..... 10

NHCarePath Collateral..... 11

Incorrect Usage of the NHCarePath Collateral Elements12

The purpose of these guidelines is to set some general boundaries for the visual usage of the NHCarePath brand. They will address many, but not all situations. The individuals using these guidelines are to apply their best judgement when applying these rules to their individual project.

NHCarePath Logo Guidelines



Color Version
(PMS 307 and PMS 376)

**Note PMS colors must be matched using a PMS book when printing PMS inks*



Color Version
(CMYK)



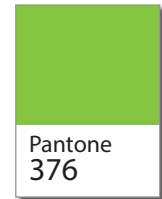
Grayscale Version

Use of color and the NHCarePath logo

When using the NHCarePath logo, there are two primary colors that should be used whenever possible – PMS 307 and PMS 376. When color is not available, the logo may be solid (grayscale or black). If placed on a dark-colored background, the logo may be solid white. When used in four-color process, RGB, or Hex, please refer to the process equivalents listed below. *(These color systems attempt to reproduce an equivalent color, they will not match exactly. RGB and CMYK are dependent on the end device, and color calibration of such devices varies.)*



Process Equivalent:
C100 M20 Y4 K18
RGB Equivalent:
R0 G117 B176
Hex Equivalent:
#0075B0

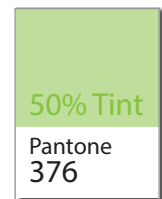


Process Equivalent:
C53 M0 Y96 K0
RGB Equivalent:
R122 G184 B0
Hex Equivalent:
#7AB800

Secondary Colors



Process Equivalent:
C100 M0 Y0 K0
RGB Equivalent:
R0 G159 B223
Hex Equivalent:
#009FDF



Process Equivalent:
C53 M0 Y96 K0 - 50% Tint
RGB Equivalent:
R122 G184 B0 - 50% Tint
Hex Equivalent:
#B1D990

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NHCarePath Logo Guidelines



One-Color Version

This version should be used when print quality will be compromised and reproduction limits the use of screens.



RGB-Color Version

This version should ONLY be used in electronic media and should not be used for printing, as the colors will vary depending on the final device.

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NHCarePath Logo Guidelines



fig. 1 50% - 100%

When the background value is between 50% and 100% value, the all-white logo should be used.



fig. 2 20% - 50%

When the background value is between 20% and 50% value, the black logo should be used.



fig. 3 0% - 20%

When the background value is less than 20% value, the standard positive logo should be used.

Use of the logo on backgrounds

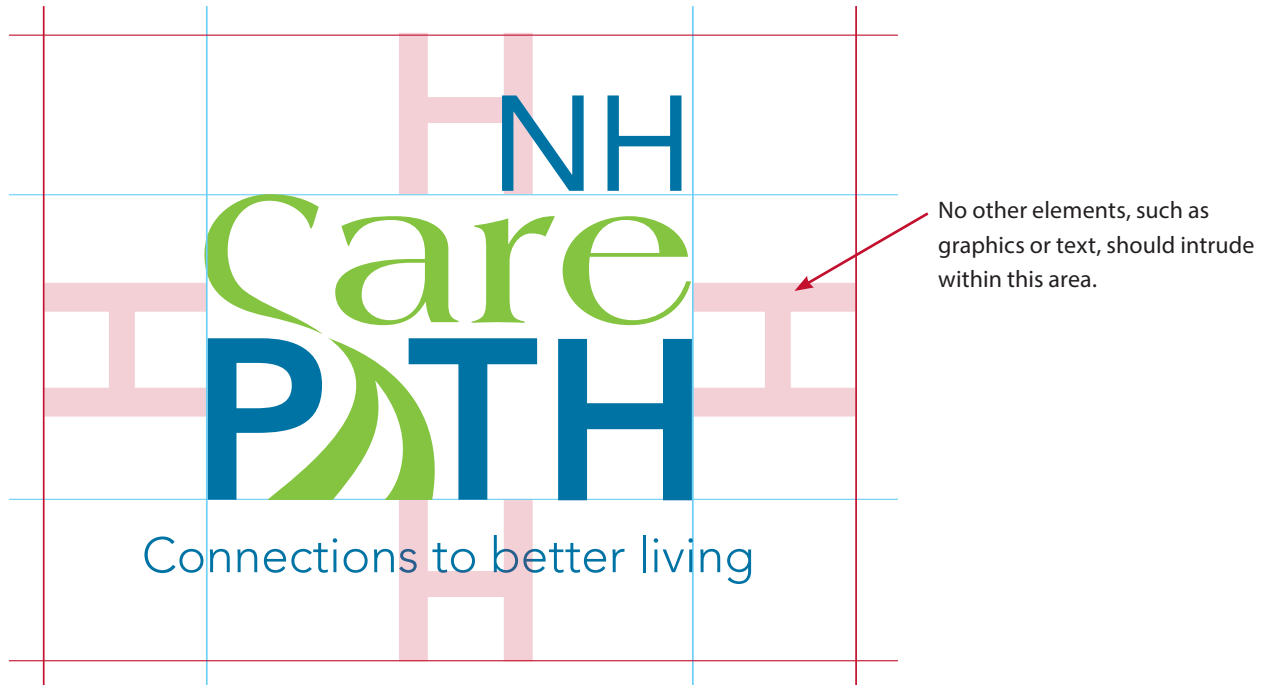
When using the NHCarePath logo, it is best to use the positive form. The all-white logo must be used when placed on backgrounds with a value of 50% - 100% (see fig. 1). If the background has a value of 20% - 50%, the black logo should be used (see fig. 2). When the background value is less than 20% value, the standard positive logo should be used (see fig. 3). Special consideration must be given to the paper and print quality when choosing the appropriate version of the logo. The goal is maximum clarity and contrast. When the logo is used on color backgrounds, a judgment must be made to ensure the colors do not clash or lose contrast.

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NHCarePath Logo Guidelines

Logo clear zone

A clear zone is defined by the height of the large “H” in the NHCarePath logo. This is measured from the baseline of the logo type to the top of the logo type. This is the minimum space that should be maintained around the logo at all times.



Minimum logo size

The logo should not be reproduced smaller than outlined below.



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Incorrect Usage of the NHCarePath Logo

Correct use of the NHCarePath logo is vital to maintaining brand integrity. Below are several common ways that the logo could be improperly used.



Do not use Path as a stand-alone element

The element must not be used independently of the logo's other elements. This use will dilute the NHCarePath brand.



Do not unstack individual logo elements



Do not resize individual logo elements

The NHCarePath logo is designed as a unit, and must be sized as a unit. Independently changing any of the individual elements' size will dilute the brand.



Do not recolor the logo elements

The logo's elements must appear in their correct colors. They are PMS 307 and PMS 376. CMYK and RGB color versions may be used based on the formulations in this guide.



Do not place the color logo on top of any color field or complex pattern

The color logo should not be placed on top of any color field or complex pattern. Keep the color logo versions on white backgrounds. If a color field is the only option, use the black-only or reversed logo.

The purpose of these guidelines is to set some general boundaries for the visual usage of the NHCarePath brand. They will address many, but not all situations. The individuals using these guidelines are to apply their best judgement when applying these rules to their individual project.

NHCarePath Partners Logo



Color Version
(PMS 307 and PMS 376)

**Note PMS colors must be matched using a PMS book when printing PMS inks*



Grayscale Version

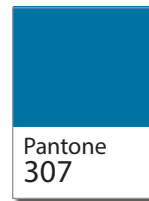


One-Color Version

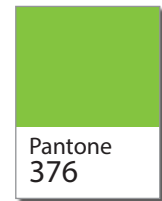
This version should be used when print quality will be compromised and reproduction limits the use of screens.

Use of color and the NHCarePath Partners logo

When using the NHCarePath Partners logo, there are two primary colors that should be used whenever possible – PMS 307 and PMS 376. When color is not available, the logo may be solid (grayscale or black). If placed on a dark-colored background, the logo may be solid white. When used in four-color process, RGB, or Hex, please refer to the process equivalents listed below. *(These color systems attempt to reproduce an equivalent color, they will not match exactly. RGB and CMYK are dependent on the end device, and color calibration of such devices varies.)*



Process Equivalent:
C100 M20 Y4 K18
RGB Equivalent:
R0 G117 B176
Hex Equivalent:
#0075B0



Process Equivalent:
C53 M0 Y96 K0
RGB Equivalent:
R122 G184 B0
Hex Equivalent:
#7AB800

Minimum Logo Size

The logo should not be reproduced or utilized smaller than 1" wide.



The purpose of these guidelines is to set some general boundaries for the visual usage of the NHCarePath brand. They will address many, but not all situations. The individuals using these guidelines are to apply their best judgement when applying these rules to their individual project.

Incorrect Usage of the NHCarePath Partners Logo

Correct use of the NHCarePath Partners logo is vital to maintaining brand integrity. Below are several common ways that the logo could be improperly used.



Do not alter the text within the logo



Do not place the color logo on top of any color field or complex pattern

The color logo should not be placed on top of any color field or complex pattern. Keep the color logo versions on white backgrounds. If a color field is the only option, use the black-only or reversed logo.



Do not recolor the logo elements

The logo's elements must appear in their correct colors. They are PMS 307 and PMS 376. CMYK and RGB color versions may be used based on the formulations in this guide.



Do not resize individual logo elements or add logos

The NHCarePath Partners logo is designed as a unit, and must be sized as a unit. Independently changing any of the individual elements' size or adding additional logos will dilute the brand.

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NHCarePath Print Font System

AVENIR

Avenir 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avenir 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

45 Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 55 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Avenir 65 Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

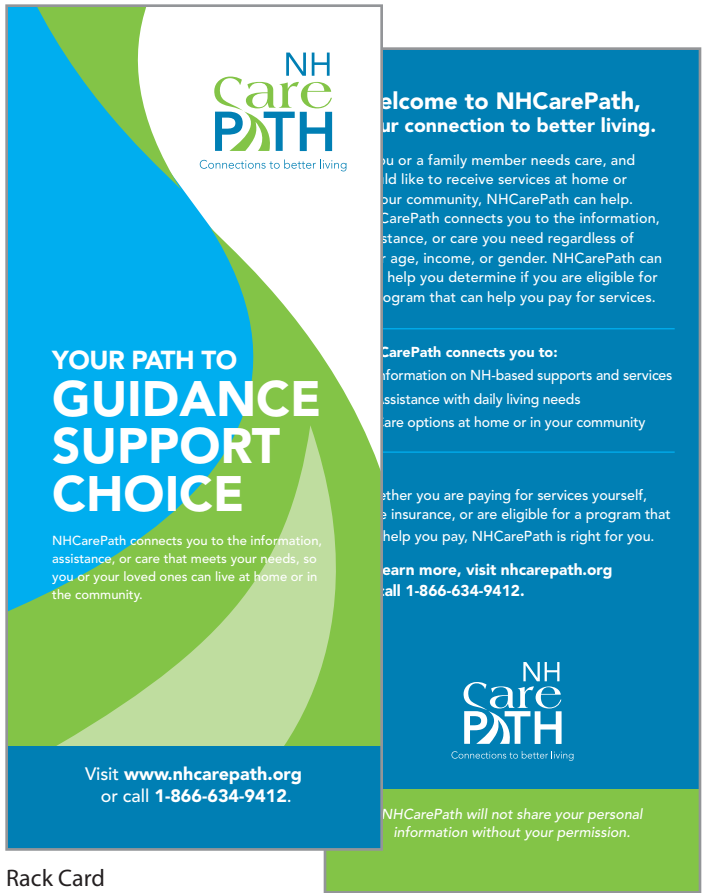
Avenir 85 Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

NHCarePath Collateral

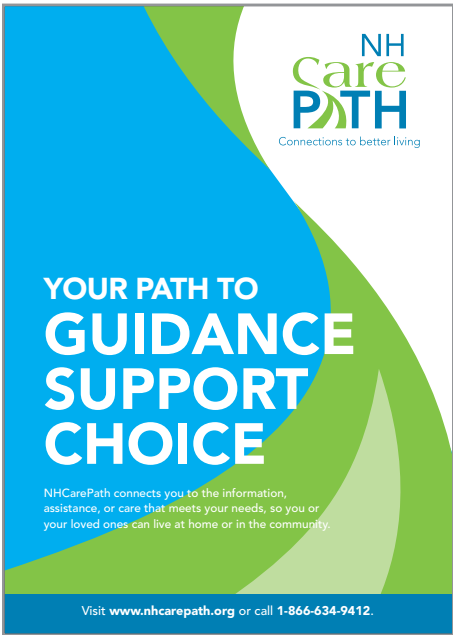
NHCarePath has created a collateral system that is versatile and creates a strong, unified brand presence across all of NHCarePath's print and digital education and outreach materials.



Bumper Sticker



Rack Card

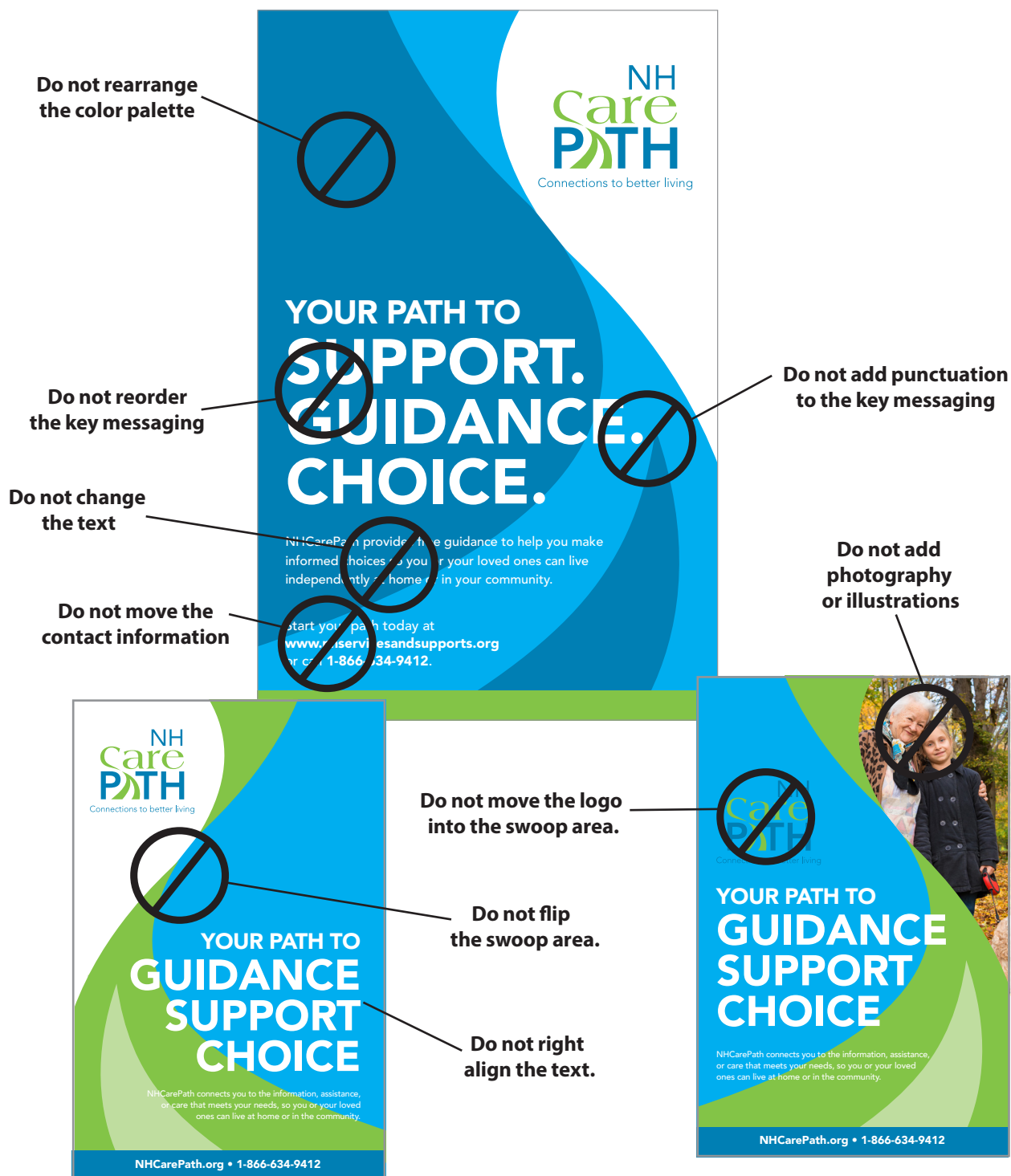


Print Ad

The purpose of these guidelines is to set some general boundaries for the visual usage of the NHCarePath brand. They will address many, but not all situations. The individuals using these guidelines are to apply their best judgement when applying these rules to their individual project.

Incorrect Usage of the NHCarePath Collateral Elements

Correct use of the NHCarePath collateral elements is vital to maintaining brand integrity. Below are several common ways that the collateral elements could be improperly used.



The purpose of these guidelines is to set some general boundaries for the visual usage of the NHCarePath brand. They will address many, but not all situations. The individuals using these guidelines are to apply their best judgement when applying these rules to their individual project.